

## **Application Data Sheet**

### **Application Information**

Application Type:: Regular  
Subject Matter:: Utility  
Title:: ACTIVE PROFILING SYSTEM FOR TRACKING  
AND QUANTIFYING CUSTOMER CONVERSION  
EFFICIENCY  
Attorney Docket Number:: 020342-000900US  
Request for Early Publication:: No  
Request for Non-Publication:: No  
Total Drawing Sheets:: 6  
Small Entity?: Yes  
Petition included?: No

### **Applicant Information**

Applicant Authority Type:: Inventor  
Primary Citizenship Country:: Pakistan  
Status:: Full Capacity  
Given Name:: Safwan  
Family Name:: Shah  
City of Residence:: San Jose  
State or Province of Residence:: CA  
Country of Residence:: US  
Street of Mailing Address:: 1181 Valley Quail Circle  
City of Mailing Address:: San Jose  
State or Province of mailing address:: CA  
Country of mailing address:: US  
Postal or Zip Code of mailing address:: 95120

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Applicant Authority Type:: Inventor  
Primary Citizenship Country:: Pakistan  
Status:: Full Capacity  
Given Name:: Vali  
Family Name:: Maskatiya  
City of Residence:: Atherton  
State or Province of Residence:: CA  
Country of Residence:: US  
Street of Mailing Address:: 85 Orchard Hills  
City of Mailing Address:: Atherton  
State or Province of mailing address:: CA  
Country of mailing address:: US  
Postal or Zip Code of mailing address:: 94027

Applicant Authority Type:: Inventor  
Primary Citizenship Country:: India  
Status:: Full Capacity  
Given Name:: Ashim  
Family Name:: Banerjee  
City of Residence:: Westminster  
State or Province of Residence:: CO  
Country of Residence:: US  
Street of Mailing Address:: 6723 W 98th Circle  
City of Mailing Address:: Westminster  
State or Province of mailing address:: CO  
Country of mailing address:: US  
Postal or Zip Code of mailing address:: 80021

### Correspondence Information

Correspondence Customer Number:: 20350

### Representative Information

| Representative Designation:: | Representative Number:: | Representative Name:: |
|------------------------------|-------------------------|-----------------------|
| Primary                      | 40,647                  | Chad S. Hilyard       |
| Associate                    | 44,037                  | Patrick M. Boucher    |

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